

Harnessing the value of generative AI

2nd edition: Top use cases across sectors

Organizations are deploying generative AI at pace

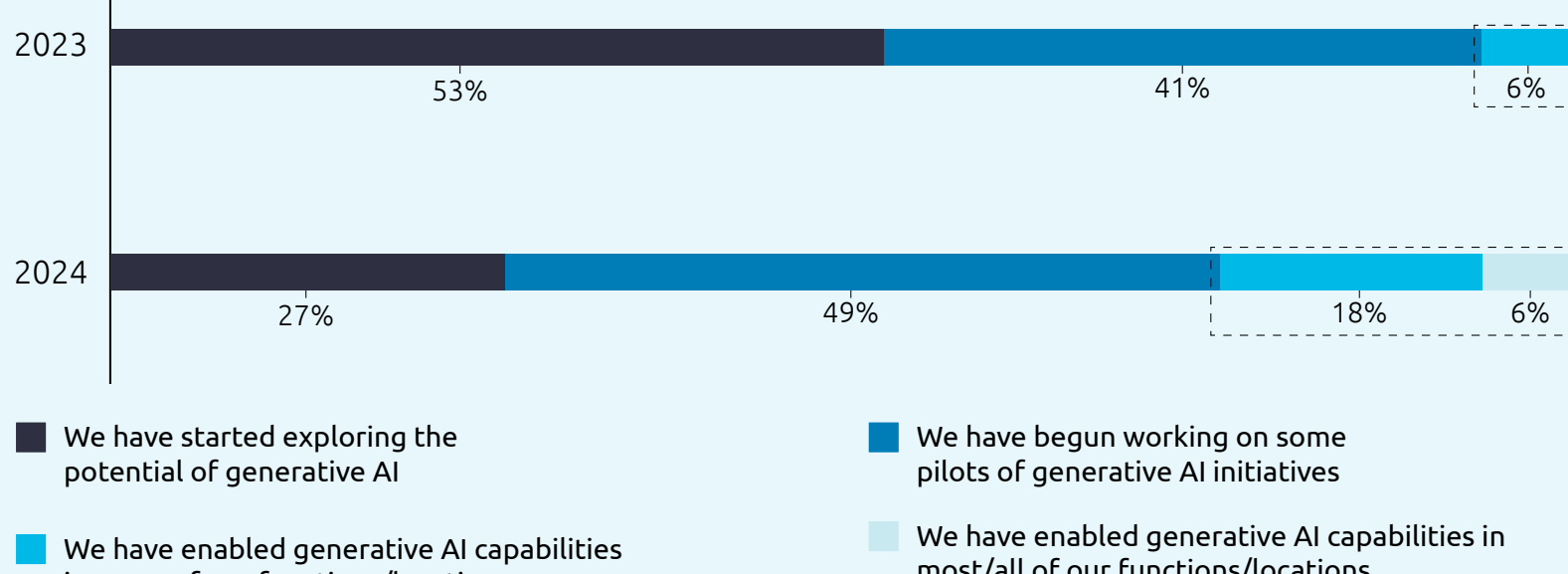
Investment in generative AI is increasing

80% of organizations increased their investment in generative AI from last year and **20%** maintained the same investment level

In the past year, implementation of generative AI has accelerated

Nearly one-quarter (**24%**) of organizations are now integrating generative AI into some or most of their locations or functions, up from **6%** reported last year

% of organizations who agree with the statement on generative AI maturity



Source: Capgemini Research Institute, Generative AI executive survey, April 2023, N = 800 organizations; Generative AI executive survey, May–June 2024, N = 940 organizations that are at least exploring generative AI capabilities.

*In the 2024 data points respondents from India and the public sector/government are excluded as they were not included in the 2023 research.

Generative AI is pervading organizations

Over the past year, adoption of generative AI has grown across functions

% of organizations implementing generative AI use cases, by function



Source: Capgemini Research Institute, Generative AI executive survey, April 2023, N = 800 organizations; Generative AI executive survey, May–June 2024, N = 1,031 organizations that are at least exploring generative AI capabilities; N varies per functional use case, ranging from 499 to 716.

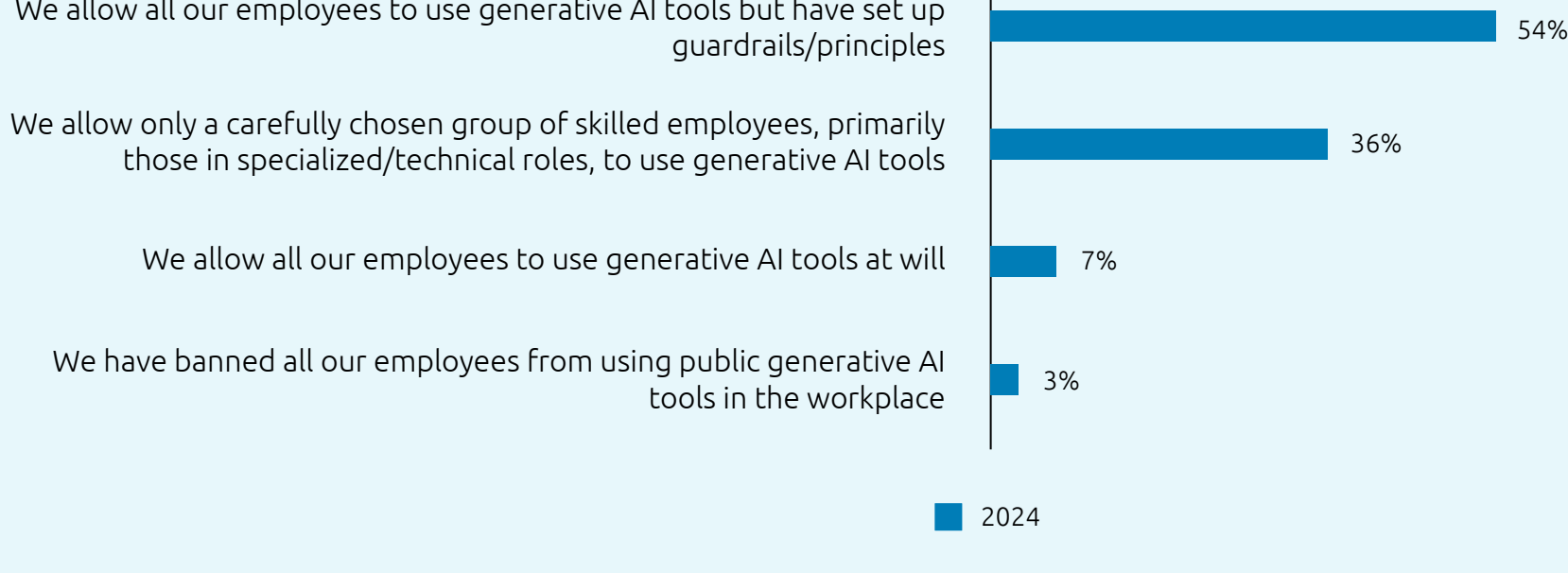
*ESG/sustainability and human resources were excluded from the 2023 research.

** "Implementation" refers to organizations that have partially scaled the functional use case in question.

***In the 2024 averages, respondents from the public sector and India are excluded, as they were not included in the 2023 research.

Generative AI is used by employees in some capacity at most organizations

% of organizations who agree with the statements

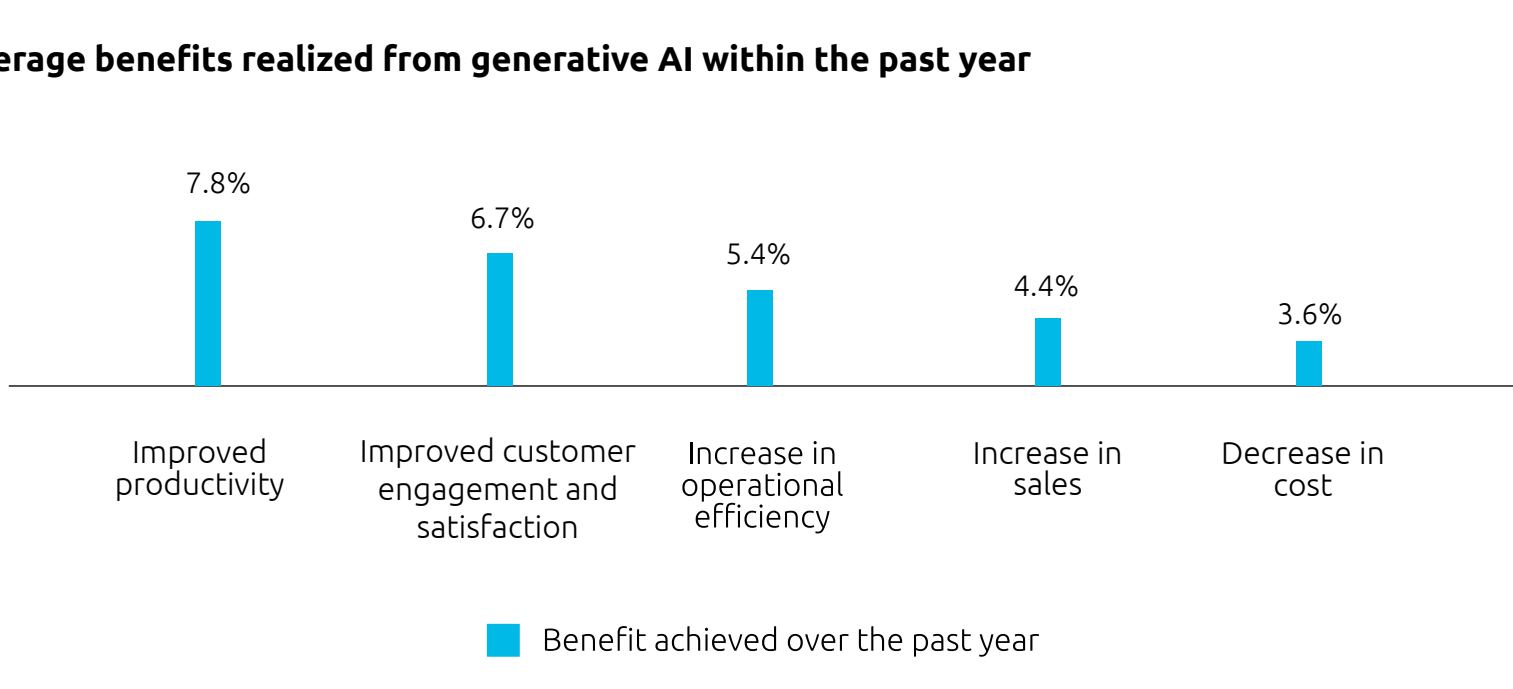


Source: Capgemini Research Institute, Generative AI executive survey, May–June 2024, N = 1,031 organizations that are at least exploring generative AI capabilities.

Generative AI is driving benefits

Generative AI yielded benefits in the past year in the areas in which the technology has been piloted or deployed

Average benefits realized from generative AI within the past year



Source: Capgemini Research Institute, Generative AI executive survey, May–June 2024, N = 940 organizations that are at least exploring generative AI capabilities.

Improved productivity: Leveraging generative AI to optimize and improve the performance of existing resources, such as machines and employees.

Increase in operational efficiency: Applying generative AI to pinpoint areas of waste and inefficiency, thereby reducing the time employees spend on non-value-added activities or inefficient processes.

*Question asked: What benefits have you already achieved at an organizational level from generative AI, within the past one year?

These benefits stem mostly from pilot or partial implementations of generative AI and will increase as more organizations fully scale generative AI across all operational areas.

Organizations think generative AI will shift strategies and business models and drive revenue

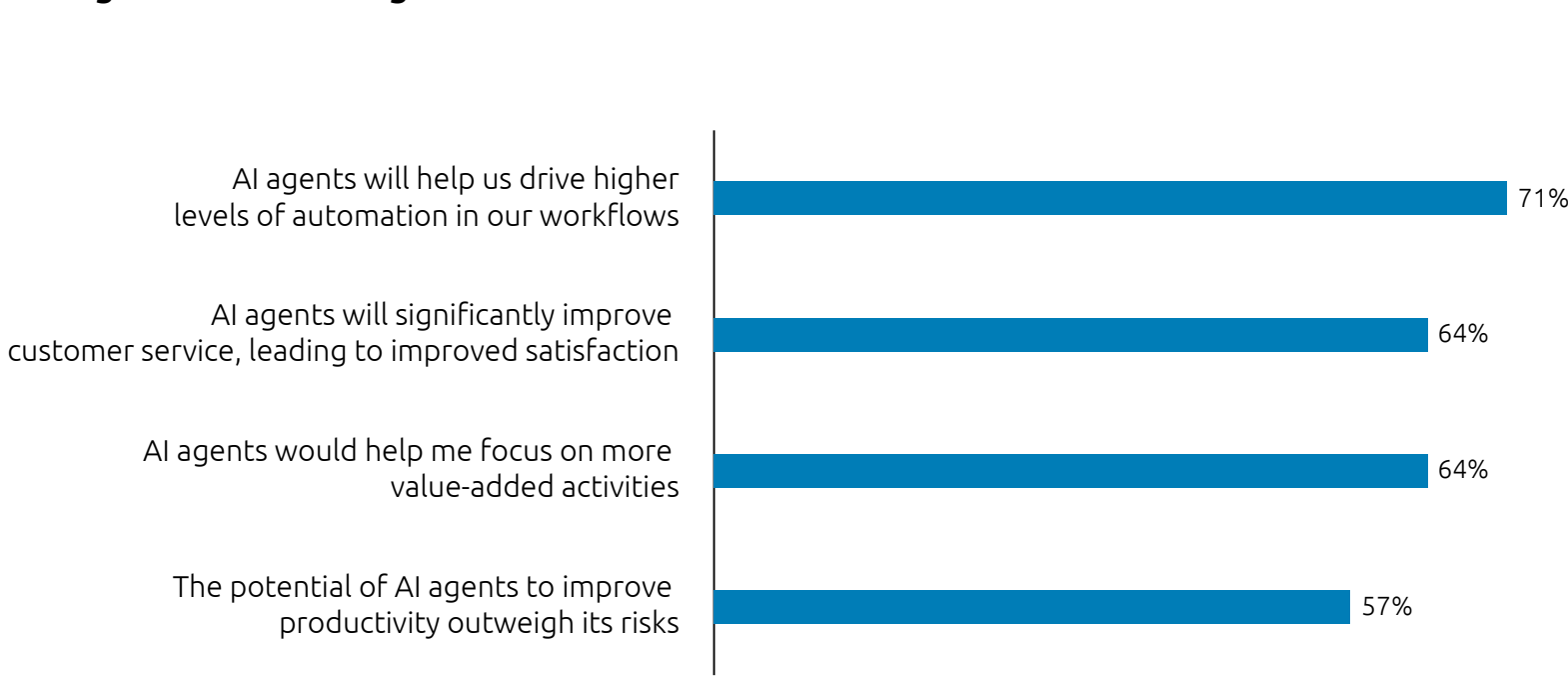
Generative AI...	Share of organizations	
	2023	2024
...is a transformative technology that will help us drive revenue and innovation	60%	74%
...has the potential to fundamentally shift business strategy	39%	54%
...will require us to rethink our business models in order to remain competitive	22%	40%

AI agents: The new technology frontier

We define an AI agent as a technology designed to function independently, plan, reflect, pursue higher-level goals, and execute complex workflows with minimal or limited direct human oversight. A multi-agent system is a collection of these agents working together to solve tasks in a distributed and collaborative way. Such systems exhibit characteristics traditionally found exclusively in human operators, including decision-making, planning, collaboration, and adapting execution techniques based on inputs, predefined goals, and environmental considerations.

AI agents promise smoother automation and enhanced productivity

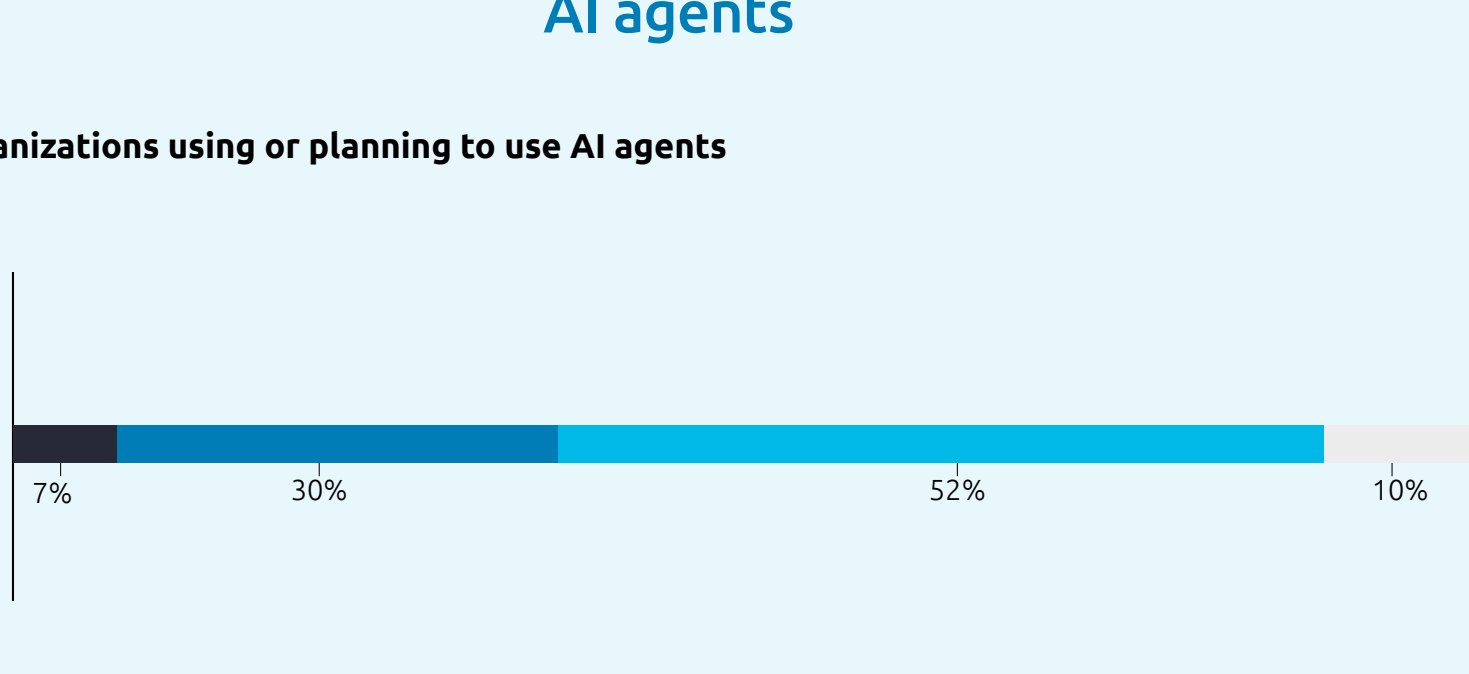
% of organizations who agree with the statements



Source: Capgemini Research Institute, Generative AI executive survey, May–June 2024, N = 1,031 organizations who are at least exploring generative AI capabilities.

The next few years will see an uptake in adoption of AI agents

% of organizations using or planning to use AI agents



Source: Capgemini Research Institute, Generative AI executive survey, May–June 2024, N = 981 organizations who are at least exploring generative AI capabilities, excluding the public sector.

*The chart excludes 1% that answered unsure/don't know.

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